

Washington State Department of Agriculture

News Release

For immediate release: June 9, 2011 (11-15) Contact: Jason Kelly (360) 902-1815 WASHINGTON STATE DEPARTMENT OF AGRICULTURE
P.O. Box 42560, Olympia, Washington 98504-2560
Visit our Web site at: agr.wa.gov

Culinary agri-tourism tours point the way for locally grown vacations

OLYMPIA – Farms and eateries across the state are ready to host you on your next vacation. New regional culinary tourism itineraries offered through <u>Savor Washington</u> will help you explore our state's freshest on-farm produce and innovative flavors from local chefs.

For years, Walla Walla has attracted the attention of wine and food lovers from across the state and around the country. But communities all across Washington have similar experiences ready to share with visitors.

The 14 Savor Washington itineraries, available on the Washington State Department of Agriculture (WSDA) and <u>Washington State Tourism</u> websites, cover 11 regions of the state, from the Olympic Peninsula to the Yakima Valley. The printable itineraries map out self-guided adventures, with locations and contact information for some of the region's most interesting culinary landmarks.

"Our farms, restaurants, markets, bakeries and beverage makers are excited about this growing culinary tourism phenomenon," said WSDA's Patrice Barrentine. "The rural Washington landscape is vibrant and beautiful – and just a short drive away. When folks are considering their weekend plans and summer vacations, we encourage them to follow their taste buds and explore our farms' and businesses' latest offerings."

A Washington weekend getaway could include a visit to a U-pick blueberry farm, one of the three dozen artisan cheese makers or the newest bistro that creates using fresh locally grown ingredients. The Evergreen State's unique agricultural landscape features more than 250 commercially grown crops, 160 farmers markets and the largest farmed shellfish industry in the United States.

In developing Savor Washington tours, WSDA's Small Farms and Direct Marketing program and Washington State Tourism held several two-day workshops to help local businesses understand the benefits of participating in the promotion and partnering with one another to create interesting packages for visitors. Businesses already attracting culinary tourists shared experiences and best practices with others in the community.

While funding for both the Small Farms and Direct Marketing and Washington State Tourism programs was eliminated in recent state budget cuts, the itineraries will remain posted at agr.wa.gov and experiencewa.com.